



## California Complete Count Census 2020 Convenings 2 & Implementation Plan Workshop (IPW) PUBLIC SUMMARY

San Bernardino Valley College, Region 7  
June 14, 2019

### Implementation Plan Workshop (IPW) Purpose

The State's 2020 Census outreach campaign, implemented by California Complete Count Census 2020, focuses on both the geographic areas and demographic populations who are "least likely to respond," commonly referred to as hard-to-count (HTC) areas and vulnerable populations. The ultimate goal is to ensure that least likely to respond in California are accurately counted in the 2020 Census, thereby achieving the highest response rate possible for California.

The overall purpose of the IPW was for the California Complete Count staff and contractors to provide a general update, including strategic planning efforts, to reach the HTC. The morning session provided an overview and update for the public and contractors. During the afternoon session, the Census Office facilitated collaboration among contractors so that they could continue development of an effective and efficient Implementation Plan to conduct outreach to the HTC populations. The Implementation Plan will provide a clear roadmap for contractors to conduct outreach to the HTC populations and serve as a tool to monitor progress and coordinate efforts.

California Complete Count thanks and acknowledges San Bernardino Valley College for providing the venue and The Community Foundation for providing lunch.

### Summary of Morning Session

#### Opening Remarks and Overview

The morning session began with opening remarks from **Diana Z. Rodriguez**, San Bernardino Valley College President, **Assembly Member Eloise Gomez Reyes**, and **Supervisor Josie Gonzales**, San Bernardino County. They stressed the importance of the census, particularly in this community, and appreciation of efforts to ensure a complete count.

**Quintilia Ávila**, Regional Program Manager and Southern California Lead, California Complete Count, provided an overview of California Complete Count's efforts and approach.

**Roberto Garcia**, US Census Bureau, described federal census efforts and provided information regarding confidentiality, the new on-line option for filling out the census, and employment opportunities.

## Statewide Outreach and Rapid Deployment (SwORD) Overview

Quintilia Ávila, Regional Program Manager and Southern California Lead, California Complete Count, provided an overview of the California Complete Count Census 2020 (CCC) website resources and SwORD. Suggestions made were:

- Provide a link on local websites to the CCC website chat box.
- Add question to chat box about room subletters.

## Landscape of Census Outreach Strategies - Updates from Contracted Partners

A panel comprised of contracted partners described their plans, strategies, programs and tools to be used for Census 2020 outreach. Panelists included:

- **Deborah Phares**, The Community Foundation, Region 7 Administrative Community Based Organization (ACBO)
- **Michael Gomez Daly**, Inland Empowerment
- **Sono Shah**, UCR
- **Silvia Paz**, Alianza Coachella Valley
- **Adan Chávez**, NALEO Educational Fund
- **Esperanza Guevara**, Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA)
- **Danette Tealer**, San Bernardino County
- **Jesse Fraire**, California Native Voter Project

Significant progress has been made in the region. The ACBO's technical assistance partners (Inland Empowerment, CSIUCR, and NALEO) have conducted a survey to identify and assess capacity in the region. In addition, they have developed an asset mapping tool to be used for local geospatial examination of efforts, such as census outreach event planning.

Gaps and needs identified by the partners include:

- The ACBO is seeking additional participants for its regional tables.
- Additional participation in the survey is sought.
- Participants were encouraged to add data to the asset mapping tool via the website: outreach.censusie.org
  - Issues regarding privacy of data will be addressed by developer of mapping tool and concerned organization(s).
- Outreach gaps exist for Asian, Black, 0-5 youth, and Middle-Eastern North Africans (MENA).
- There is a need to coordinate local asset mapping tool with the Statewide Outreach and Rapid Deployment (SwORD) tool.

## **Summary of Afternoon Session (High Level Summary)**

### Review of Administrative Community Based Organization (ACBO) and County Strategic Plans

This discussion provided an opportunity for partners to discuss coordination of strategy and implementation of Strategic Plans. It was a continuation of the afternoon discussion held at the June 12

Riverside IPW wherein partners reviewed the ACBO's pledge card and canvassing strategies. The discussion at this meeting was framed around review of Riverside and San Bernardino Counties' Strategic Plans. Partners discussed gaps, areas where more assistance is needed, and brainstormed ideas for more effective and efficient outreach.

#### Next Steps

- Additional regional meetings will be held during the summer.
- Once Riverside and San Bernardino Counties' Strategic Plans are complete and submitted, the next step is to develop a coordinated Implementation Plan.